



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser **Pol/Iss/American Crossroads (13324)**  
Agency/T-Code **Crossroads Media (1218)/055317791**  
Buyer **MILHOAN,EMILY**  
Salesperson **Telerep/Washington DC, Washington DC (1040)**  
**ph: (555) 555-5555**  
Product **Political - Issue (1068)**  
Brand **AMERICAN CROSSROADS (109861)**  
Acct Types **National/Political**  
Est/Headline **694/06228191**  
Demo  
Revision  
Comments **AMERICAN CROSSROADS**  
**\*\*\*\*\* THIS IS A CASH IN ADVANCE**

Invoice **652347**  
Inv Date **11/25/2012**  
Terms **Net 30**  
Contract **321472**  
Bill Type **Standard**  
Period **10/29/2012 - 11/25/2012**

CO-OP/Order Type **No/Normal**  
Package  
Gen. Date **11/27/2012 1:41:52PM**

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

AgM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

| Line | Type | Scheduled             | Schedule Days to Run | Air Time              | Length | Copy/ISCI   | Amount    | Remarks |
|------|------|-----------------------|----------------------|-----------------------|--------|-------------|-----------|---------|
| 1.0  | Spot | 5:00:00AM- 5:30:00AM  | Day,M-1              | 11/05/12 5:22AM (Mo)  | 00:30  | USPRTV28ACH | \$850.00  |         |
| 2.0  | Spot | 5:00:00AM- 5:30:00AM  | Day,W-1              | 10/31/12 5:13AM (We)  | 00:30  | USPRTV28ACH | \$580.00  |         |
| 3.0  | Spot | 5:00:00AM- 5:30:00AM  | Day,Th-1             | 11/01/12 5:24AM (Th)  | 00:30  | USPRTV28ACH | \$580.00  |         |
| 4.0  | Spot | 5:30:00AM- 6:00:00AM  | Day,Tu-1             | 10/30/12 5:52AM (Tu)  | 00:30  | USPRTV28ACH | \$1100.00 |         |
| 5.0  | Spot | 5:30:00AM- 6:00:00AM  | Day,W-1              | 10/31/12 5:42AM (We)  | 00:30  | USPRTV28ACH | \$1100.00 |         |
| 6.0  | Spot | 5:30:00AM- 6:00:00AM  | Day,Th-1             | 11/01/12 5:42AM (Th)  | 00:30  | USPRTV28ACH | \$1100.00 |         |
| 7.0  | Spot | 5:30:00AM- 6:00:00AM  | Day,F-1              | 11/02/12 5:52AM (Fr)  | 00:30  | USPRTV28ACH | \$1100.00 |         |
| 8.0  | Spot | 6:00:00AM- 7:00:00AM  | Day,M-1              | 11/05/12 6:42AM (Mo)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 9.0  | Spot | 6:00:00AM- 7:00:00AM  | Day,Tu-1             | 10/30/12 6:24AM (Tu)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 10.0 | Spot | 6:00:00AM- 7:00:00AM  | Day,W-1              | 10/31/12 6:12AM (We)  | 00:30  | USPRTV24ACH | \$2250.00 |         |
| 11.0 | Spot | 6:00:00AM- 7:00:00AM  | Day,Th-1             | 11/01/12 6:22AM (Th)  | 00:30  | USPRTV24ACH | \$2250.00 |         |
| 12.0 | Spot | 6:00:00AM- 7:00:00AM  | Day,F-1              | 11/02/12 6:12AM (Fr)  | 00:30  | USPRTV24ACH | \$2250.00 |         |
| 13.0 | Spot | 7:00:00AM- 9:00:00AM  | Day,M-1              | 11/05/12 7:58AM (Mo)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 14.0 | Spot | 7:00:00AM- 9:00:00AM  | Day,Tu-1             | 10/30/12 7:25AM (Tu)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 15.0 | Spot | 7:00:00AM- 9:00:00AM  | Day,W-1              | 10/31/12 8:47AM (We)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 16.0 | Spot | 7:00:00AM- 9:00:00AM  | Day,Th-1             | 11/01/12 8:40AM (Th)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 17.0 | Spot | 7:00:00AM- 9:00:00AM  | Day,F-1              | 11/02/12 8:54AM (Fr)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 18.0 | Spot | 9:00:00AM-10:00:00AM  | Day,M-1              | 11/05/12 9:15AM (Mo)  | 00:30  | USPRTV28ACH | \$1800.00 |         |
| 21.0 | Spot | 11:00:00AM-12:00:00PM | Day,Th-1             | 11/01/12 11:59AM (Th) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 23.0 | Spot | 12:00:00PM- 1:00:00PM | Day,M-1              | 11/05/12 12:11PM (Mo) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 24.0 | Spot | 12:00:00PM- 1:00:00PM | Day,Tu-1             | 10/30/12 12:08PM (Tu) | 00:30  | USPRTV24ACH | \$1000.00 |         |
| 25.0 | Spot | 12:00:00PM- 1:00:00PM | Day,W-1              | 10/31/12 12:35PM (We) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 26.0 | Spot | 12:00:00PM- 1:00:00PM | Day,Th-1             | 11/01/12 12:27PM (Th) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 27.0 | Spot | 12:00:00PM- 1:00:00PM | Day,F-1              | 11/02/12 12:27PM (Fr) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 28.0 | Spot | 12:00:00PM- 1:00:00PM | Day,M-1              | 11/05/12 12:39PM (Mo) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 29.0 | Spot | 12:00:00PM- 1:00:00PM | Day,Tu-1             | 10/30/12 12:40PM (Tu) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 30.0 | Spot | 12:00:00PM- 1:00:00PM | Day,W-1              | 10/31/12 12:48PM (We) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 31.0 | Spot | 12:00:00PM- 1:00:00PM | Day,Th-1             | 11/01/12 12:54PM (Th) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 32.0 | Spot | 12:00:00PM- 1:00:00PM | Day,F-1              | 11/02/12 12:55PM (Fr) | 00:30  | USPRTV28ACH | \$1000.00 |         |
| 33.0 | Spot | 5:00:00PM- 6:00:00PM  | Day,M-1              | 11/05/12 5:27PM (Mo)  | 00:30  | USPRTV34ACH | \$2250.00 |         |
| 34.0 | Spot | 5:00:00PM- 6:00:00PM  | Day,Tu-1             | 10/30/12 5:54PM (Tu)  | 00:30  | USPRTV28ACH | \$2250.00 |         |
| 36.0 | Spot | 5:00:00PM- 6:00:00PM  | Day,Th-1             | 11/01/12 5:43PM (Th)  | 00:30  | USPRTV24ACH | \$2250.00 |         |
| 38.0 | Spot | 6:00:00PM- 7:00:00PM  | Day,M-1              | 11/05/12 6:55PM (Mo)  | 00:30  | USPRTV28ACH | \$3000.00 |         |
| 39.0 | Spot | 6:00:00PM- 7:00:00PM  | Day,Tu-1             | 10/30/12 6:12PM (Tu)  | 00:30  | USPRTV28ACH | \$3000.00 |         |
| 40.0 | Spot | 6:00:00PM- 7:00:00PM  | Day,W-1              | 10/31/12 6:22PM (We)  | 00:30  | USPRTV28ACH | \$3000.00 |         |
| 41.0 | Spot | 6:00:00PM- 7:00:00PM  | Day,Th-1             | 11/01/12 6:11PM (Th)  | 00:30  | USPRTV28ACH | \$3000.00 |         |
| 42.0 | Spot | 6:00:00PM- 7:00:00PM  | Day,F-1              | 11/02/12 6:13PM (Fr)  | 00:30  | USPRTV24ACH | \$3000.00 |         |
| 43.0 | Spot | 7:00:00PM- 7:30:00PM  | Day,M-1              | 11/05/12 7:13PM (Mo)  | 00:30  | USPRTV28ACH | \$3600.00 |         |
| 44.0 | Spot | 7:00:00PM- 7:30:00PM  | Day,Tu-1             | 10/30/12 7:24PM (Tu)  | 00:30  | USPRTV24ACH | \$3600.00 |         |



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Agency/T-Code **Crossroads Media (1218)/055317791**  
Buyer **MILHOAN,EMILY**  
Salesperson **Telerep/Washington DC, Washington DC (1040)**  
ph: (555) 555-5555  
Product **Political - Issue (1068)**  
Brand **AMERICAN CROSSROADS (109861)**  
Acct Types **National/Political**  
Est/Headline **694/06228191**  
Demo  
Revision  
Comments **AMERICAN CROSSROADS**  
**\*\*\*\*\* THIS IS A CASH IN ADVANCE**

Invoice **652347**  
Inv Date **11/25/2012**  
Terms **Net 30**  
Contract **321472**  
Bill Type **Standard**  
Period **10/29/2012 - 11/25/2012**

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

AgM

CO-OP/Order Type **No/Normal**  
Package  
Gen. Date **11/27/2012 1:41:52PM**

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

| Line | Type | Scheduled             | Schedule Days to Run | Air Time              | Length | Copy/ISCI   | Amount     | Remarks               |
|------|------|-----------------------|----------------------|-----------------------|--------|-------------|------------|-----------------------|
| 45.0 | Spot | 7:00:00PM- 7:30:00PM  | Day,W-1              | 10/31/12 7:04PM (We)  | 00:30  | USPRTV24ACH | \$3600.00  |                       |
| 46.0 | Spot | 7:00:00PM- 7:30:00PM  | Day,Th-1             | 11/01/12 7:07PM (Th)  | 00:30  | USPRTV28ACH | \$3600.00  |                       |
| 47.0 | Spot | 7:00:00PM- 7:30:00PM  | Day,F-1              | 11/02/12 7:04PM (Fr)  | 00:30  | USPRTV28ACH | \$3600.00  |                       |
| 48.0 | Spot | 7:30:00PM- 8:00:00PM  | Day,M-1              | 11/05/12 7:36PM (Mo)  | 00:30  | USPRTV24ACH | \$3600.00  |                       |
| 49.0 | Spot | 7:30:00PM- 8:00:00PM  | Day,Tu-1             | 10/30/12 7:47PM (Tu)  | 00:30  | USPRTV28ACH | \$3600.00  |                       |
| 50.0 | Spot | 7:30:00PM- 8:00:00PM  | Day,W-1              | 10/31/12 7:44PM (We)  | 00:30  | USPRTV28ACH | \$3600.00  |                       |
| 51.0 | Spot | 7:30:00PM- 8:00:00PM  | Day,Th-1             | 11/01/12 7:37PM (Th)  | 00:30  | USPRTV28ACH | \$3600.00  |                       |
| 52.0 | Spot | 7:30:00PM- 8:00:00PM  | Day,F-1              | 11/02/12 7:37PM (Fr)  | 00:30  | USPRTV28ACH | \$3600.00  |                       |
| 53.0 | Spot | 8:00:00PM-10:00:00PM  | Day,M-1              | 11/05/12 8:24PM (Mo)  | 00:30  | USPRTV28ACH | \$12000.00 |                       |
| 54.0 | Spot | 11:00:00PM-11:35:00PM | Day,Tu-1             | 10/30/12 11:33PM (Tu) | 00:30  | USPRTV28ACH | \$2800.00  |                       |
| 55.0 | Spot | 11:00:00PM-11:35:00PM | Day,W-1              | 10/31/12 11:34PM (We) | 00:30  | USPRTV28ACH | \$2800.00  |                       |
| 56.0 | Spot | 11:00:00PM-11:35:00PM | Day,F-1              | 11/02/12 11:33PM (Fr) | 00:30  | USPRTV28ACH | \$2800.00  |                       |
| 57.0 | Spot | 11:00:00PM-11:35:00PM | Day,Sa-1             | 11/03/12 11:44PM (Sa) | 00:30  | USPRTV28ACH | \$2800.00  |                       |
| 58.0 | Spot | 11:00:00PM-11:35:00PM | Day,Su-1             | 11/04/12 11:24PM (Su) | 00:30  | USPRTV24ACH | \$2800.00  |                       |
| 59.0 | Spot | 11:35:00PM-12:05:00AM | Day,F-1              | 11/02/12 12:01AM (Fr) | 00:30  | USPRTV24ACH | \$1500.00  |                       |
| 60.0 | Spot | 9:00:00AM-10:00:00AM  | Day,Sa-1             | 11/03/12 9:29AM (Sa)  | 00:30  | USPRTV28ACH | \$1800.00  |                       |
| 61.0 | Spot | 6:00:00AM- 9:00:00AM  | Day,Su-1             | 11/04/12 6:40AM (Su)  | 00:30  | USPRTV28ACH | \$1000.00  |                       |
| 62.0 | Spot | 12:00:00PM-12:30:00PM | Day,Su-1             | 11/04/12 12:28PM (Su) | 00:30  | USPRTV28ACH | \$600.00   |                       |
| 63.0 | Spot | 6:00:00PM- 7:00:00PM  | Day,Su-1             | 11/04/12 6:54PM (Su)  | 00:30  | USPRTV28ACH | \$1890.00  |                       |
| 64.0 | Spot | 12:00:00PM- 1:00:00PM | Day,Tu-1             | 10/30/12 12:59PM (Tu) | 00:30  | USPRTV28ACH | \$1600.00  | M/G For 60.0.1,62.0.1 |
| 65.0 | Spot | 12:05:00AM-12:35:00AM | Day,F-1              | 11/02/12 12:23AM (Fr) | 00:30  | USPRTV28ACH | \$1600.00  |                       |
| 66.0 | Spot | 5:00:00AM- 6:00:00AM  | Per week (1),Sa      | 11/03/12 5:23AM (Sa)  | 00:30  | USPRTV28ACH | \$600.00   |                       |
| 67.0 | Spot | 6:00:00AM- 9:00:00AM  | Per week (1),Su      | 11/04/12 5:58AM (Su)  | 00:30  | USPRTV28ACH | \$2000.00  |                       |
| 68.0 | Spot | 6:00:00AM- 9:00:00AM  | Per week (1),Fr      | 11/02/12 6:23AM (Fr)  | 00:30  | USPRTV28ACH | \$3250.00  |                       |
| 69.0 | Spot | 6:00:00AM- 9:00:00AM  | Per week (1),Su      | 11/04/12 8:44AM (Su)  | 00:30  | USPRTV34ACH | \$2250.00  |                       |
| 70.0 | Spot | 11:00:00PM-11:35:00PM | Per week (1),Fr      | 11/02/12 11:13PM (Fr) | 00:30  | USPRTV28ACH | \$4000.00  | M/G For 64.0.1        |

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



|             |                      |             |    |
|-------------|----------------------|-------------|----|
| Gross Total | <b>\$147,550.00</b>  | Total Spots | 65 |
| Commission  | <b>(\$22,132.50)</b> |             |    |
| Net Total   | <b>\$125,417.50</b>  |             |    |

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.